

## Message Text

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ACTION IO-13

INFO OCT-01 CIAE-00 CU-02 INR-07 NSAE-00 USIA-06 AF-08  
ARA-06 EA-07 EUR-12 NEA-10 ISO-00 PA-01 PRS-01 /074 W  
-----071808Z 058952 /53

R 071825Z MAR 77  
FM AMEMBASSY PARIS  
TO SECSTATE WASHDC 0335  
INFO USMISSION USUN  
USMISSION GENEVA  
AMCONSUL FLORENCE  
AMEMBASSY ROME  
AMEMBASSY TUNIS

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NESCO

E.O. 11652: N/A  
TAGS: UNESCO, PORG  
SUBJECT: UNESCO: UNESCO SPONSORED FLORENCE  
SYMPOSIUM ON INFORMATION FLOW, APRIL 18-20

REF: PARIS 3366

1. SO FAR OVER 30 MEDIA PERSONALITIES REPRESENTING  
BROAD IDEOLOGICAL SPECTRUM OF VIEWS TOWARD MASS MEDIA  
ISSUES HAVE ACCEPTED UNESCO'S INVITATION TO ATTEND  
APRIL 18-20 SYMPOSIUM ON INFORMATION FLOW. AMERICANS  
REPRESENTED IN THIS GROUP INCLUDE PHILIP H.  
POWER, SUBURBAN COMMUNICATIONS CORP., GEORGE BEEBE,  
MIAMI  
HEARLD, JOHN O. KOEHLER, ASSOCIATED PRESS, DAVID ANABLE,  
CHRISTIAN SCIENCE MONITOR, AND ALVIN SHUSTER AND CY  
SALSBURGER, NEW YORK TIMES.

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2. MENTOR AND ORGANIZER OF SYMPOSIUM, L. DAVICO  
(YUGOSLAVIA), ACTING DIRECTOR OF UNESCO'S OFFICE OF  
PUBLIC INFORMATION, INFORMED US DEL HE HOPES WILLIAM  
HARLEY WILL ALSO BE ABLE TO ATTEND, AND SAID HE HAS  
REQUESTED UNESCO NEW YORK LIAISON OFFICE TO APPROACH  
US NATCOM URGING IT TO SPONSOR HARLEY FOR SYMPOSIUM.

3. OTHERS ON LIST WHO HAVE ACCEPTED INCLUDE ALFRED BRAGARD, AGENCE DPA, (FRG), JULIUS HUMI, (UPI, LONDON), PERO IVACIC, AGENCE TANJUB, (YUGOSLAVIA), ERICH KAGI (NEUE ZUERCHER ZEITUNG, (ZURICH), JEAN SCHWOEBEL, LE MONDE, (PARIS), PETER SCHOLL-LATOUR, ZDF-TELEVISION ALLEMANDE, (FRG), EBERHARD RONDHOLZ, WEST-DEUTSCHE RUNDfunk, (FRG), JACQUES MAROT, AFP, (PARIS), JAN-MAGNUS FAHLSTROM, DAGENS NYHETER, (SWEDEN), PAOLO GRASSI, RADIO-TV ITALIENNE, (ROME), MICHAEL NEALE, REUTERS, (LONDON), VICTOR OLMOS, AGENCE EFE, (MADRID), WALTER SCHWARZ, THE GUARDIAN, (LONDON), TIBOR PETHO, ASSOC. DES JOURNALISTES HONGROIS, (BUDAPEST), MIRA TODOROVA, AGENCE BULGARE D'INFORMATION, (BULGARIA), MONALD MCDONALD, AUSTRALIAN NEWSPAPERS COUNCIL, (AUSTRALIA), GERMAN ORNES, EL CARIBE, (DOMINICAN REPUBLIC), LUIS ALBERTO SOLE, INTER-AMERICAN ASSOC OF BROADCASTERS, (URUGUAY), HECTOR WYNTER, THE GLEANER, (JAMAICA), ALBERTO F. CANAS, EXCELSIOR, (COSTA RICA), JACOBO ZABLUDOWSKY, SIEMPRE, (MEXICO CITY), AND DOMINIK HORODYNSKI, REVUE CULTURE, (VARSOVIE, POLAND), ANTONIO CABALLERO, (COLUMBIA), AND MARIANO BAPTISTA GUMICIO, ULTIMA HORA, (BOLIVIA).

4. MANY OTHER MEDIA PERSONALITIES, PRIMARILY JOURNALISTS, FROM THIRLD WORLD COUNTRIES ARE ALSO EXPECTED TO ATTEND, ALTHOUGH MOST HAVE NOT YET HAD THE OPPORTUNITY TO RESPOND. THESE WILL INCLUDE REPRESENTATIVES FROM BLACK AFRICA, ARAB STATES, AND ASIA. TASS AND NOVOSTY (USSR) HAVE INDICATED THEIR INTEREST IN THE SYMPOSIUM, BUT AS YET HAVE NOT DECIDED LIMITED OFFICIAL USE

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TO SEND REPRESENTATIVES. INTERNATIONALLY KNOWN PERSONALITIES WHO HAVE BEEN INVITED INCLUDE M. MASMOUDI,

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INFO OCT-01 CIAE-00 CU-02 INR-07 NSAE-00 USIA-06 AF-08

ARA-06 EA-07 EUR-12 NEA-10 ISO-00 PA-01 PRS-01 /074 W

-----071807Z 059035 /53

R 071825Z MAR 77

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 0336

INFO USMISSION USUN

USMISSION GENEVA

AMCONSUL FLORENCE

AMEMBASSY ROME

AMEMBASSY TUNIS

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MINISTER OF INFORMATION, TUNISIA, VIR CHARAN SHUKLA,  
MINISTER OF INFORMATION AND BROADCASTING, INDIA, GONZALO  
J. FACIO, MINISTER OF FOREIGN AFFAIRS, COSTA RICA, AND  
PRESIDENT OF THE JULY 1976 SAN JOSE CONFERENCE, COSTA  
RICA, AND MOHAMMED HASSANEIN HAYKAL OF EGYPT.

5. THE SYMPOSIUM, IN PART, HAS BEEN ORGANIZED IN  
RESPONSE TO WIDE-SPREAD CRITICISM THAT UNESCO HAS NOT  
CONSULTED AND COORDINATED ITS ACTIVITIES IN THE MASS  
COMMUNICATIONS SECTOR WITH THE "PROFESSIONALS" AND  
"PRACTITIONERS." THUS, THE THREE DAY MEETING  
WILL FOCUS ON DISCUSSING IDEAS FOR THE IMPROVEMENT OF  
COMMUNICATION FLOW BETWEEN DEVELOPING AND INDUSTRIALIZED  
NATIONS. A TENTATIVE AGENDA NOW INCLUDES PLANS FOR A  
"CEREMONIAL OPENING" ON THE MORNING OF THE 18TH,  
FOLLOWED BY AN OFFICIAL LUNCHEON. BUSINESS WOULD BEGIN  
IN THE AFTERNOON, WITH THE PRESENTATION OF PROBABLY  
THREE PAPERS DEVELOPED BY UNESCO EXPERTS ON THE FOLLOWING  
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TOPICS: 1) THE PRESENT ROLE AND IMPORTANCE OF  
INTERNATIONAL NEWS AGENCIES; 2) THE COMMUNICATION "GAP"  
BETWEEN THE INDUSTRIALIZED AND NON-INDUSTRIALIZED WORLD;  
AND 3) POSSIBILITIES FOR ASSISTANCE TO THIRD WORLD  
MEDIA. PAPERS ARE TO BE NON-POLEMICAL REVIEWS OF  
VARIOUS POINTS OF VIEW TOWARD EACH OF THESE MEDIA  
ISSUES, WHICH, DAVICO HOPES WILL BE COMPLETED IN TIME TO  
CIRCULATE TO SYMPOSIUM PARTICIPANTS BEFORE THEY ARRIVE  
IN FLORENCE.

6. SINCE A LARGE GROUP OF FROM 100 TO 200 INDIVIDUALS  
IS EXPECTED TO ATTEND THE SYMPOSIUM, IT WOULD BE  
DIVIDED INTO THREE "COMMISSIONS" FOR DISCUSSING EACH OF  
THE MAJOR TOPICS FOR APPROXIMATELY THE NEXT DAY OR DAY

AND A HALF. DAVICO SAID THAT HE WOULD NOT FORESEE OR WISH THAT THE DISCUSSIONS LEAD TO PROPOSALS FOR SOLUTIONS, BUT WOULD HOPE THAT THEY WOULD HELP PROVIDE CLEARER DEFINITION OF MAJOR PROBLEMS AND SUGGESTIONS FOR DEALING WITH THEM. RESULTS OF THE SYMPOSIUM WOULD BE FORWARDED TO THE "WISE MEN" COMMISSION WHICH THE DIRECTOR GENERAL PLANS TO CONVOKE YET THIS SPRING TO DELIBERATE THE MASS MEDIA QUESTION.

7. COMMENT: THE SIZE, COMPOSITION, AND SHORT DURATION OF THE SYMPOSIUM WILL PROBABLY PRECLUDE ANY IMPORTANT RESULTS CONCERNING THE INTELLECTUAL SUBSTANCE OF MASS MEDIA ISSUES. THERE COULD BE A VERY POSITIVE VALUE, HOWEVER, IN BRINGING TOGETHER MEDIA PROFESSIONALS OF MANY POINTS OF VIEW, IN THEIR OWN PERSONAL CAPACITIES, TO GET TO KNOW EACH OTHER AS PEOPLE. THE SYMPOSIUM, THEREFORE, COULD BE A FIRST STEP IN REDIRECTING ENERGIES, WHICH UNTIL NOW HAVE BEEN LARGELY EXPENDED IN CONFRONTATION, TOWARD LIVELY AND FRUITFUL DIALOGUE OF MAJOR WORLD COMMUNICATION ISSUES.  
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## Message Attributes

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**TAGS:** PORG, UNESCO  
**To:** STATE  
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